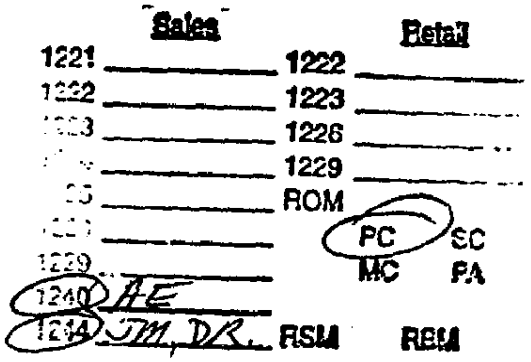
***ROUs: 1110 / 1210 / 1310 / 1710***

***Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet***




51846 2579

Source: https://www.industrydocuments.ucsf.edu/docs/yjly0000

# RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 3, 1998

**RJR Account #375878**
P. Cox
McLANE-NORTHEAST

**MAY: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#805)**

Dear Paul:

*SALEM .30¢ Tear Tape* product has been ordered in reference to the above promotion. Ship number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. No Displays are required as retailers will utilize Displays they received with the April Salem Tear Tape distribution. This product is being shipped to you @ $3.00/carton off-invoice.

***PRODUCT ARRIVAL DATE:*** ***APRIL 27, 1998***
***RETAIL DISTRIBUTION DATE:*** ***MAY 11, 1998***

| | | #/SALEM Cases Per Style | | | | $ Amount |
|---|---|---|---|---|---|---|
| | PO # | MEN 85 | MEN 100 | MEN LT 85 | MEN LT 100 | |
| | | 24194 | 24195 | 24196 | 24197 | |
| PRODUCT | ER3264-01 | 52 | 35 | 66 | 41 | $60,172.95 |

RJR will reimburse you $4.75 per 6M promoted case shipped to retail on a timely basis. This equates to $921.50 (194 (6M) case(s) @ $4.75). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

**PARTNERS 'BONUS' REPORTING DESCRIPTION 'SAL 98 .30/1 PK'**

51846 2580

Source: https://www.industrydocuments.ucsf.edu/docs/yjly0000

***UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM APRIL PRODUCT DISTRIBUTION TO MEET MAY DISTRIBUTION AS NEEDED***

**PROMOTION DESCRIPTION:**

***SHIP THE NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER AS INDICATED ON THE ATTACHED CUSTOMER LIST.***

***RETAILER WILL PLACE INTO SALEM 40-PACK DISPLAY WHICH WAS SHIPPED WITH APRIL PRODUCT DISTRIBUTION.***

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell
Promotional Coordinator / 1610
/jc
cc: L. E. MacWilliams
cc: R. Donahue / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

**ROUs:** 1110 / 1210 / 1310 / 1710
Distribute to RJR Managers w/Chain responsibility for chains on attached Excel spreadsheet

**Note to RJR Manager:**
**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

VAPB2G1F.DOC

51846 2581

Source: https://www.industrydocuments.ucsf.edu/docs/yjly0000

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

# McLANE NE

## #/ CARTONS SALEM MENTHOL 100 (UPC #12300-24195)

## MAY: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#805)

RETAIL DISTRIBUTION DATE: 5/11/98

| CHAIN NAME | NO. OF STORES | # CARTONS TO SHIP TO EACH ACCOUNT | TOTAL # CARTONS | NUMBER OF DISPLAYS PER GROUP PER STATE | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | CT | DE | MA | MD | ME | NH | NJ | NY | OH | CUYAHOGA | PA | RI | VT |
| A-PLUS/ SUNOCO | 319 | See List | 555 | 1 | 3 | 31 | | | 2 | 28 | 121 | | | 365 | 4 | |
| COASTAL MART | 23 | See List | 68 | | | | | | | 39 | | | | 29 | | |
| COOKS CONVENIENT | 6 | See List | 8 | | | | | | | | 8 | | | | | |
| COUNTRY FAIR | 71 | See List | 246 | | | | | | | | 10 | 23 | | 213 | | |
| EXPRESS MART | 44 | 2 | 88 | | | | | | | | 88 | | | | | |
| J MART | 8 | 1 | 8 | | | | | | | | 8 | | | | | |
| KRAUSZERS | 6 | See List | 10 | 10 | | | | | | | | | | | | |
| MANLEYS | 12 | See List | 10 | | | | | | | | 10 | | | | | |
| MOBIL / ON THE RUN | 33 | See List | 38 | 4 | | | | | | | 31 | | | | 3 | |
| | | | | | | | | | | | | | | | | |
| INDEPENDENTS & SMALL CHAINS | 24 | See List | 23 | 1 | | 1 | 5 | | | 3 | 7 | | | 4 | | 2 |
| TOTALS | 546 | | 1054 | 16 | 3 | 32 | 5 | 0 | 2 | 70 | 283 | 23 | 0 | 611 | 7 | 2 |



Source: https://www.industrydocuments.ucsf.edu/docs/yjly0000

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

# McLANE NE

## #/ CARTONS SALEM MEN LIGHT KG (UPC #12300-24196)

## MAY: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#805)

### RETAIL DISTRIBUTION DATE: 5/11/98

| CHAIN NAME | NO. OF STORES | #/ CARTONS TO SHIP TO EACH ACCOUNT | TOTAL #/ CARTONS | NUMBER OF DISPLAYS PER GROUP PER STATE | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | CT | DE | MA | MD | ME | NH | NJ | NY | OH | CUYAHOGA | PA | RI | VT |
| A-PLUS/ SUNOCO | 319 | See List | 1164 | 2 | 9 | 56 | | | 4 | 43 | 196 | | | 845 | 9 | |
| COASTAL MART | 23 | See List | 149 | | | | | | | 81 | | | | 68 | | |
| COOKS CONVENIENT | 6 | See List | 13 | | | | | | | | 13 | | | | | |
| COUNTRY FAIR | 71 | See List | 389 | | | | | | | | 16 | 39 | | 334 | | |
| EXPRESS MART | 44 | 2 | 88 | | | | | | | | 88 | | | | | |
| J MART | 8 | 1 | 8 | | | | | | | | 8 | | | | | |
| KRAUSZERS | 6 | See List | 21 | 21 | | | | | | | | | | | | |
| MANLEYS | 12 | See List | 19 | | | | | | | | 19 | | | | | |
| MOBIL / ON THE RUN | 33 | See List | 86 | 5 | | | | | | | 78 | | | | 3 | |
| INDEPENDENTS & SMALL CHAINS | 24 | See List | 62 | 1 | | 5 | 4 | | | 17 | 20 | | | 13 | | 2 |
| TOTALS | 546 | | 1999 | 29 | 9 | 61 | 4 | 0 | 4 | 141 | 438 | 39 | 0 | 1260 | 12 | 2 |



51846 2583

Source: https://www.industrydocuments.ucsf.edu/docs/yjly0000

***ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS***

## McLANE NE

## #/ CARTONS SALEM MENTHOL LT 100 (UPC #12300-24197)

## MAY: SALEM .30¢ TEAR TAPE / PROMOTION #800438 (#805)

***RETAIL DISTRIBUTION DATE: 5/11/98***

| CHAIN NAME | NO. OF STORES | # CARTONS TO SHIP TO EACH ACCOUNT | TOTAL # CARTONS | NUMBER OF DISPLAYS PER GROUP PER STATE | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | | CT | DE | MA | MD | ME | NH | NJ | NY | OH | CUYAHOGA | PA | RI | VT |
| A-PLUS/ SUNOCO | 319 | See List | 654 | 1 | 3 | 36 | | | 2 | 25 | 136 | | | 447 | 4 | |
| COASTAL MART | 23 | See List | 84 | | | | | | | 53 | | | | 31 | | |
| COOKS CONVENIENT | 6 | See List | 13 | | | | | | | | 13 | | | | | |
| COUNTRY FAIR | 71 | See List | 279 | | | | | | | | 10 | 23 | | 246 | | |
| EXPRESS MART | 44 | 2 | 88 | | | | | | | | 88 | | | | | |
| J MART | 8 | 1 | 8 | | | | | | | | 8 | | | | | |
| KRAUSZERS | 6 | See List | 15 | 15 | | | | | | | | | | | | |
| MANLEYS | 12 | See List | 12 | | | | | | | | 12 | | | | | |
| MOBIL / ON THE RUN | 33 | See List | 49 | 4 | | | | | | | 42 | | | | 3 | |
| INDEPENDENTS & SMALL CHAINS | 24 | See List | 39 | 2 | | 2 | 4 | | | 8 | 13 | | | 9 | | 1 |
| TOTALS | 546 | | 1241 | 22 | 3 | 38 | 4 | 0 | 2 | 86 | 322 | 23 | 0 | 733 | 7 | 1 |



51846 2584

Source: https://www.industrydocuments.ucsf.edu/docs/yily0000